

Amendments to the Claims:

This listing of claims replaces all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (currently amended) A computer-implemented method, comprising:

storing in a searchable database data sets representing printed items from publications respectively printed by a plurality of respective publishers, each data set including text from at least one of the printed items,

wherein storing data sets representing printed items includes storing data sets representing advertisements printed with the printed items;

storing an index representing information included in a plurality of web documents;

receiving a search query;

searching the index for web documents ~~that are relevant to,~~ the search being based on the search query;

searching the data sets in the searchable database for data sets representing printed items ~~that are relevant to,~~ the search being based on the search query;

generating an integrated ranked listing comprising at least one characterization of at least one of the relevant web documents and at least one characterization of at least one of the relevant printed items; and

for said at least one of the relevant printed items, providing an electronic reference for accessing further information.

2. (original) The method of claim 1, wherein the printed items, that are represented by stored data sets in the searchable database, are copyrighted printed items.
3. (previously presented) The method of claim 2, further including executing a permission protocol in which the publisher provides authorization that permits the search engine to display more text from said at least one of the relevant printed items.
4. (canceled).
5. (previously presented) The method of claim 1, wherein storing data sets representing the advertisements includes storing information for linking to information about a product represented in one of the advertisements.
6. (previously presented) The method of claim 1, wherein storing data sets representing the advertisements includes storing information for displaying information about a product represented in one of the advertisements.
7. (previously presented) The method of claim 1, wherein storing data sets representing the advertisements includes storing information directing a search engine to update advertisement information for one of the relevant printed items.
8. (previously presented) The method of claim 1, wherein returning at least one characterization of at least one of the relevant printed items includes returning

information from a data set representing an advertisement for said at least one of the relevant printed items.

9. (previously presented) The method of claim 8, wherein returning information from a data set representing an advertisement includes returning information representing at least one of: information for linking to information about a product represented in one of the advertisements, information for displaying information about a product represented in one of the advertisements, or information directing the search engine to update advertisement information for one of the relevant printed items.

10. (original) The method of claim 1, further including electronically scanning the printed items and generating scanned printed items, and wherein the stored data sets representing printed items in the searchable database includes data sets representing the scanned printed items.

11. (original) The method of claim 10, wherein the scanned printed items are copyrighted printed items, and further including executing a permission protocol in which the publisher provides authorization over the Internet that permits the search engine to display more text from said at least one of the relevant publication items, the authorization being in response to the search engine providing the electronic path for accessing further information for said at least one of the relevant publication items.

12. (previously presented) The method of claim 10, wherein the scanned printed items are copyrighted printed items, and further including executing a permission protocol in which the publisher provides authorization over the Internet that permits a search engine to display more text from said at least one of the relevant publication items, the authorization being in response to a representative of the publisher submitting the search query and, in response the search engine providing the electronic reference for accessing further information for said at least one of the relevant publication items.

13. (original) The method of claim 1, further including creating an index of the data sets in the searchable database.

14. (original) The method of claim 1, further including configuring the data set to display as a replica of the corresponding printed media.

15. (original) The method of claim 1, further including creating an index of the data sets in the searchable database and wherein returning includes providing a hyperlink for an indexed entry with another representation of one of the printed items.

16. (previously presented) The method of claim 1, wherein providing an electronic path for accessing further information includes providing at least one hyperlink that, when acted upon, links said at least one of the relevant printed items to a more complete electronic representation of the relevant printed items.

17. (previously presented) The method of claim 1, wherein providing an electronic reference for accessing further information includes providing at least one hyperlink that, when acted upon, links said at least one of the relevant printed items to an electronic representation of the relevant printed item, the electronic representation of the relevant printed item beginning as a continuation of information returned.

18. (previously presented) The method of claim 1, further including blocking portions of the relevant printed items that are not authorized for distribution.

19. (previously presented) The method of claim 1, wherein returning includes embedding advertisements with said at least one characterization of at least one of the relevant printed items.

20. (previously presented) The method of claim 1, wherein the integrated ranked listing includes hyperlinks to respective electronic images of the relevant printed items and relevant web documents.

21. (currently amended) A computer-implemented arrangement including a search engine and a searchable electronic database, the computer-implemented arrangement adapted to respond to Internet-based search queries, comprising:

means for storing in the searchable database data sets representing printed items from publications respectively printed by a plurality of respective publishers, each data set including text from at least one of the printed items,

wherein the means for storing data sets representing printed items includes means for storing data sets representing advertisements printed with the printed items; and means, including the search engine, for responding to a search query and including

means for searching for web pages ~~that are relevant to~~, the search being based on the search query and searching the data sets in the electronic database for data sets ~~that are relevant to~~, the search being based on the search query, thereby identifying relevant web pages and relevant data sets corresponding to relevant publication items,

means for returning at least one characterization of at least one of the relevant web pages and at least one characterization of at least one of the relevant publication items and, for said at least one of the relevant publication items, providing an electronic path for accessing further information; and

means for ranking the returned at least one characterization of at least one of the relevant web pages and at least one characterization of at least one of the relevant publication items to generate an integrated ranked listing of relevant characterizations.

22. (currently amended) A computer-implemented arrangement including a search engine and a searchable electronic database, the computer-implemented arrangement adapted to respond to Internet-based search queries, comprising:

a memory bank and a first programmable computer node, the memory bank and the programmable computer node being adapted to store the searchable database as data

sets representing printed items from publications respectively printed by a plurality of respective publishers, each data set including text from at least one of the printed items and information representing an advertisement printed with the at least one of the printed items; and

a second programmable computer node including the search engine, the second programmable computer node adapted to search for web pages ~~that are relevant for, the search being based on~~ a search query and to search the data sets in the electronic database for data sets ~~that are relevant to, the search being based on~~ the search query, thereby identifying relevant Internet web pages and relevant data sets corresponding to relevant printed items, and

to return at least one characterization of at least one of the relevant web pages and at least one characterization of at least one of the relevant printed items and, for said at least one of the relevant printed items, to provide the information representing an advertisement for said at least one of the relevant printed items.

23. (original) The arrangement of claim 22, wherein the printed items, that are represented by stored data sets in the searchable database, are copyrighted printed items.

24. (original) The arrangement of claim 23, further including a third node adapted to execute a permission protocol in which the publisher provides authorization that permits the search engine to display more text from said at least one of the relevant publication items.

25. (canceled).

26. (previously presented) The arrangement of claim 22, wherein the stored data sets include information for linking to information about a product represented in one of the advertisements.

27. (previously presented) The arrangement of claim 22, wherein the stored data sets include information for displaying information about a product represented in one of the advertisements.

28. (previously presented) The arrangement of claim 22, wherein the stored data sets include information directing the search engine to update advertisement information for one of the relevant printed items.

29. (canceled).

30. (previously presented) The arrangement of claim 22, wherein the stored data sets include information representing at least one of: information for linking to information about a product represented in one of the advertisements, information for displaying information about a product represented in one of the advertisements, or information directing the search engine to update advertisement information for one of the relevant printed items.

31. (original) The arrangement of claim 22, further including means for scanning the printed items and generating scanned printed items, and wherein the stored data sets representing printed items in the searchable database includes data sets representing the scanned printed items.

32. (original) The arrangement of claim 31, wherein the scanned printed items are copyrighted printed items, and further including means for executing a permission protocol in which the publisher provides authorization over the Internet that permits the search engine to display more text from said at least one of the relevant publication items, the authorization being in response to the search engine providing the electronic path for accessing further information for said at least one of the relevant publication items.

33. (original) The arrangement of claim 31, wherein the scanned printed items are copyrighted printed items, and further including means for executing a permission protocol in which the publisher provides authorization over the Internet that permits the search engine to display more text from said at least one of the relevant publication items, the authorization being in response to a representative of the publisher submitting the search query and, in response the search engine providing the electronic path for accessing further information for said at least one of the relevant publication items.

34. (original) The arrangement of claim 22, further including means for creating an index of the data sets in the searchable database.

35. (original) The arrangement of claim 22, further including means for configuring the data set for display as a replica of the corresponding printed media.

36. (original) The arrangement of claim 22, further including means for creating an index of the data sets in the searchable database and wherein a hyperlink is returned for an indexed entry for linking to another representation of one of the printed items.

37. (previously presented) The arrangement of claim 22, wherein the electronic path for accessing further information includes at least one hyperlink that, when acted upon, links said at least one of the relevant publication items to a more complete electronic representation of the relevant printed items.

38. (previously presented) The arrangement of claim 22, wherein the electronic path for accessing further information includes at least one hyperlink that, when acted upon, links said at least one of the relevant printed items to an electronic representation of the relevant printed item, the electronic representation of the relevant printed item beginning as a continuation of information returned.

39. (previously presented) The arrangement of claim 22, further including means for blocking a display of portions of the relevant printed items that are not authorized for distribution.

40. (previously presented) The arrangement of claim 22, wherein an embedded advertisements is returned with said at least one characterization of at least one of the relevant printed items.

41. (canceled).

42. (previously presented) The arrangement of claim 22, further including an item-input arrangement including both a document scanner and a download path arranged to download an electronic version of at least one of the printed items, the item-input arrangement adapted to generate electronic versions of the printed items.

43. (currently amended) An arrangement for maintaining an electronic database that is searchable via a search engine in response to Internet-based search queries, the arrangement comprising:

means for storing in the searchable database data sets representing printed items from publications respectively printed by a plurality of respective publishers, each data set including text from at least one of the printed items,

wherein the data sets representing printed items include advertisements related to the printed items, the advertisements including information for linking to information about a corresponding product;

with each stored data set representing printed items from publications, means for recording whether the respective publisher has authorized display of the printed item;

means, responsive to a search query and including the search engine, for searching for web pages ~~that are relevant for~~, the search being based on the search query and searching the data sets in the electronic database for data sets ~~that are relevant to~~, the search being based on the search query, thereby identifying relevant Internet web pages and relevant data sets corresponding to relevant publication items;

means for returning at least one characterization of at least one of the relevant web pages and at least one characterization of at least one of the relevant publication items and, for said at least one of the relevant publication items for which the respective publisher has authorized display, providing an electronic path for accessing a copyrighted version thereof,

wherein the means for returning at least one characterization of the relevant publication items includes returning information from an advertisement for said at least one of the relevant printed items.

44-46. (canceled).

47. (currently amended) A machine-implemented method for searching one or more searchable electronic databases, comprising:

storing data sets representing publication items respectively produced by a plurality of respective publishers,

wherein storing data sets representing publication items includes storing data sets representing advertisements printed with the printed items;

responsive to a search query, electronically searching for web-accessible documents ~~that are relevant to~~, the search being based on the search query and searching the data sets in the electronic database for data sets ~~that are relevant to~~, the search being based on the search query, thereby identifying web-accessible documents and relevant data sets representing publication items;

receiving a ranking the identified web-accessible documents and the relevant data sets representing publication items; and

returning as search results a ranked listing including:

at least one characterization of at least one of the relevant web-accessible documents, or

at least one characterization of at least one of the relevant publication items, and

for said at least one of the relevant publication items, an electronic path for accessing further information.

48. (original) The machine-implemented method of claim 47, wherein the electronic path includes a path for accessing data made available according to a permission protocol.

49. (original) The machine-implemented method of claim 47, wherein the electronic path provides access to further information made available by a publisher of the further information.

50. (canceled).